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NEW YEARS PRICE LIST 1953

Gates Cactus, Inc.

(Howard E. Gates)

CORONA, CALIFORNIA

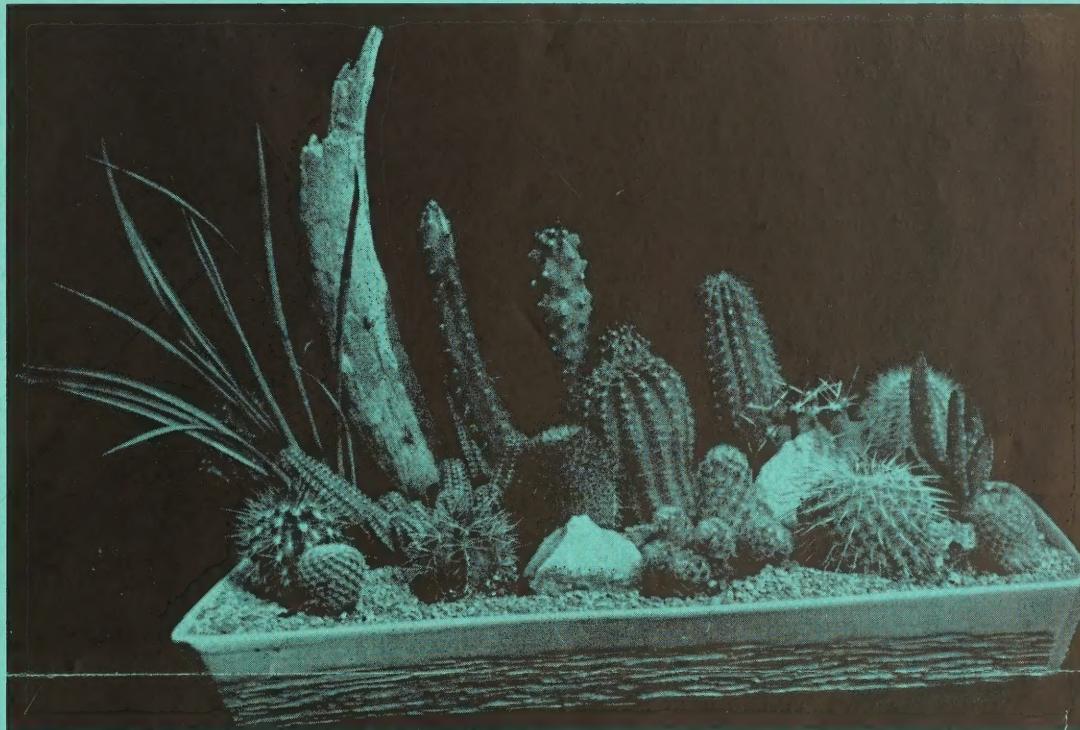
Member California Association of Nurserymen

Member California Cactus Growers Association

*California's Largest Cactus and Succulent Nursery*

Midway Between the Desert and the Sea

PHONE CORONA 626

**WHOLESALE TERMS**

Cash with order. Packed F.O.B. Corona. 50% cash advance with C.O.D. orders. Minimum wholesale order \$5.00. Hundred rate prices apply on twenty-five or more of one kind. For prices on smaller lots of a kind, see notation at heading of the general listings.

TRANSIT LOSSES

The goods are yours when delivered to the transportation company. Claims for heating, freezing, delay or poor handling must be taken up with the transporting agency.

In order that you may properly make claim upon the transportation company for transit losses, always ask the delivering agent for a bad order inspection.

LABELING

We label with plant names only when requested.

QUANTITY DISCOUNTS

On orders amounting to—

\$ 50.00 or more	5%	\$100.00 or more	10%
\$250.00 or more	15%	\$500.00 or more	20%

Quantity discounts apply to cash or C.O.D. orders. Customers who have established account standing, will be billed at the hundred rates and the above discounts will be allowed if remittance is mailed within twenty one days of invoice date.

SATISFACTION GUARANTEED

We guarantee quality and fair value. If not satisfied on these points return the goods at once at our expense for full refund.

OVER THE GARDEN GATE

HOWDY FOLKS:

It's been a long time since we chatted over the garden gate. Since then I've been from here to Boston, down to Washington and cross country to Seattle visiting some of you. I'm sorry I could not call upon all of you. If I had tried to, I suppose I'd still be traveling.

Nearly everywhere I really got a warm reception, in more ways than one. Some places were like St. Louis where they told me it was the warmest for some thirty years. Just the same I enjoyed it and thank you for making the journey pleasant.

I think what I learned was fully as important as the extra sales I put into the bag. I don't have room to thoroughly discuss them here but I will mention a few items. I found that some of the items we have been offering you are too small for your best use. In the future the minimum size of all plants we list under name, will be aimed to properly balance a two and a quarter inch pot and be ready for immediate sale. You will turn them over faster and so we will make more by selling you more.

I found some folks who habitually place their orders through brokers. I do not have a thing against brokers. They have a place in our system. We do not sell through brokers, simply because there is not enough margin in our price scales to permit us to pay them their twenty per cent commission and still stay in business. In 1940 we paid men eighteen dollars a week and sold plants for three dollars a hundred. Now the equivalent labor costs us fifty dollars and we sell better plants for five dollars a hundred. So to be sure of our plants which we think are the best, send your order direct.

It seemed strange to find that most of our customers that are re-selling at wholesale, are selling pot size rather than plants. That is they are selling plants in a certain pot size at a flat price per pot regardless of the kind of a plant that was in it. This has made the cheap weedy type of plant more profitable than the choicer and slower growing ones. Consequently, in many places the public has been fed a small group of these cheaper kinds until they are tired of them.

Competition is considered a good thing. Yet it can be over done. For example. When I got into the territory of one of the largest distributors in the country, I began to hear squawks about his competition. When I finally got around to see him, he told me I would be surprised at the competition he had to meet and named a lot of these fellows that had been talking about him. In other words, they would all like to get

a few cents per pot more but were pricing in a ridiculous manner for fear of this bogey man of competition.

Since I have been home, I have put most of my time in our twenty by hundred foot seed germinating glass house. There are over five hundred flats of seedlings there that require the care of a nursing baby. Among them are a number of kinds, from seed I personally collected in the wilds, that have never been on the wholesale market. Most of them will not be ready for shipping until about this time next year. One of the big green house operators I visited said it seemed strange to hear cactus growers talk about one to two years to get plants ready to sell in the smallest sizes. He said whenever anything was in his houses for ninety days, he began to think something was wrong.

We have put Haworthias back on our list. We have held back on offering these for several years while we have been working up stock. We think we have enough on the assembly line to insure a steady supply of them. The best of these plants are grown from leaf cuttings and it averages two years of growing. We think these are one of the best items we offer as they will take light or shade, water or no water.

We have always stressed the offering of our plants under name together with a definite price for an approximate size. There are some desiring shipments of a few hundred plants, who will find it more advantageous to order assortments and leave the selection of kinds to us. We ship equal numbers of each kind in these assortments (except Gates Dish Garden) and every plant in each assortment is worth the price. For your convenience, these assortments may be ordered under the names given below.

SUNSET—All cactus, all succulents or mixed as requested for 2-2½ in. pots at \$5.00 per 100.

GOLDEN WEST—Larger plants of the Sunset group for 2½-3½ in. pots at \$7.50 per 100.

LITTLE JEWEL—These are the slow growing choice cactus of our price group "B" for 2-2½ in. pots at \$7.50 per 100.

ROYAL—Larger or choicer plants for 2½-3½ in. pots. Please say whether large size or choicer kinds are preferred. \$10.00 per 100.

GATES DISH GARDEN ASSORTMENT—Carefully selected cactus and succulents in varying numbers from all size and price groups for the purpose of making up complete, well balanced dish gardens. \$6.00 per 100.

Vaya con Dios,
MISTER CACTUS.

Prices listed are for 100 of a kind. For smaller lots of a kind add the following percentages to the price: 3 to 6 plants add 50%; 7 to 11 add 30%; 12 to 24 add 20%; 25 of a kind or more take the hundred rate. Minimum wholesale order is \$5.00. Approximate sizes of the plants we offer are given in inches below the price group headings. For quantity discounts see "TERMS".

CACTUS PLANTS

ASTROPHYTUM myriostigma. Spineless Bishop Cap. Globular, usually five angled, covered with white dots, yellow flower.....

1½-1½

ASTROPHYTUM ornatum. Spiny Bishop Cap. Globular, usually five angled, many white dots, stout spines, yellow flower.....

1½-2

CARNEGIA gigantea. Arizona Giant. Globular, becoming heavy columnar, many ribbed, short stout spines.....

1½-2

CEREUS peruvianus. Peruvian Apple Cactus. Tall, angular, bluish, short spines.....

2-3½

3-5

5-8

CEREUS peruvianus monstrosus. Tall, columnar, knobby and knarled.....

2-3

3-5

	Price Group Price per 100	A \$5.00	B \$7.50	C \$10.00	D \$15.00
CHAMAECECUS sylvestrii. Peanut Cactus. Clustering short branches, small spines, vermillion flower.....	2-3	3-4			
CLEISTOCACTUS straussii. Silver Torch. Stout columnar, fluted, covered with weak, short, light colored spines.....				3-5	
DOG TAILS. Slender cactus suitable for animal tails, assorted.....	2-3	3-5			
ECHINOPSIS campylacantha. Globular, long incurved brown spines, very large pale pink flower.....			1 1/2-2		
ECHINOPSIS Hybrids. Easter Lily Cactus. Globular, some long, some short spined, very large pink or white flowers.....	1 1/2-2	2-3	3-3 1/2		
ECHINOPSIS mirabilis (Setiechinopsis). Very unusual, dwarf, cob shaped, dark body, slender, white night flower.....			1 1/2-2		
ECHINOPSIS multiplex. Pink Easter Lily. Globular, spiny, very large pink flowers. Day bloomer.....	1 1/2-2	2-3	3-3 1/2		
ERIOCEREUS (Harrisia) reggeli. Slender, columnar, in time will make climbing plant, very large, pale pink, night flower.....	2-3	3-4			
FEROCACTUS latispinus. Flattened globular, broad spined barrel cactus.....			1 1/4-1 1/2	1 1/2-2	
GYMNOCALYCIUM saglione. Giant Chin Cactus. Flattened globular, short brown spines.....			1 1/4-1 1/2	1 1/2-2	2-2 1/2
HAMATOCACTUS setispinus. Strawberry Barrel. Globular, weak spines, yellow flower.....			1 1/4-1 1/2		
HARRISIA nashii. Tall, columnar, darker spined than Eriophora.....	2-3	3-5			
LEMAIREOCEREUS hollianus. Tall columnar with fine light colored spines.....			2-3		
LEMAIREOCEREUS pruinosis. Blue Mitre. Heavy, angular, columnar, bluish.....	2-2 1/2	2 1/2-3 1/2			
LOBIVIA, binghamiana. Clustering, globular, green, short gray spines, many red flowers....			1 1/4-1 1/2	1 1/2-2	
LOBIVIA drijveriana. Sub-columnar, short spined, yellow flowers.....			1 1/4-2		
LOBIVIA famatimensis. Orange Cob Cactus. Cob shaped, short spined, flowers may be orange, yellow or red.....			1 1/4-2		
LOPHOCEREUS gatesii. Gates' Crested Cereus. Stout columnar, 6-7 angular ribs, bright spines. A rare species discovered by and named in honor of our president.....	2-2 1/2				
LOPHOCEREUS schottii. Crested Cereus. Stout columnar, 4-5 ribs, fewer and shorter spines..	1 3/4-2 1/4				
MAMMILLARIA bocasana. Powder Puff. Flattened globular, white hair over short hooked spines, yellow to pink flower.....			1 1/2-2		
MAMMILLARIA camptotricha. Bird's Nest Cactus. Hemispherical with long nipples, tipped with weak soft spines, yellow flower.....			1 1/2-2		
MAMMILLARIA dolichocentra. Ruby Dumpling. Globular, brown spines, rose flower.....			1 1/2-2	2-2 1/2	
MAMMILLARIA echinaria. Clustering columnar, straight yellow spines, yellow flower.....	1 1/2-2	2-3			
MAMMILLARIA elongata. Golden Stars. Clustering, columnar, appressed yellow spines, yellow flower.....			1 1/2-2		
MAMMILLARIA hahniana. Old Woman Cactus. Flattened globular, white spines, white hair, carmine flower.....				1 1/2-2	
MAMMILLARIA kewensis. Globular, brown spines, rosy flower.....			1 1/2-2	2-2 1/2	
MAMMILLARIA magnimamma. Flattened globular, very large nipples, short curved spines, cream flowers.....			1 1/2-2		
MAMMILLARIA perbella. Short cylindric, white with light brown spines, ruby flower, very slow growing.....			1 1/2-2		
MAMMILLARIA rhodantha. Rainbow Pincushion. Globular, numerous yellow to brown spines, ruby flower.....			1 1/4-1 1/2	1 1/2-2	
MAMMILLARIA wildii. Fish Hook Pincushion. Globular, soft yellow or brown spines, one tiny fish hook to nipple, flesh colored flowers. Soon clusters.....			1 1/4-1 1/2	1 1/2-2	
MONVILLEA diffusa. Slender, columnar, rather soft spines, white night flower.....	2-3	3-5			
MYRILLOCACTUS geometrizans. Blue Myrtle. Columnar, angular, covered with bluish white powder. Branches freely when older.....			3-4	4-6	
NYCTOCEREUS serpentinus. Snake Cactus. Fluted columnar, short brown spines, large white night flower.....			3-5		
OPUNTIA cylindrica. Devil's Cane. Green columnar, few spines.....	2-3	3-5			
OPUNTIA glomerata. Paper Spines. Egg shaped joints, long, flat, twisted, white spines that appear to be cut out of paper.....			1 1/2-2		
OPUNTIA hamiltoniae. Columnar with few spines on definite ribs, yellow flower.....	2-3				
OPUNTIA mammillata. Boxing Glove. Columnar, short spined. Soon forms strange twisted fasciations.....	2-3	3-5			

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OPUNTIA microdasys. Bunny Ear. Rounded pads bearing clusters of tiny yellow spicules.....	2-3	3-5			
OPUNTIA monacantha. (Vulgaris). Green pads, few spines, yellow flowers.....	2-3				
OPUNTIA rufida. Cinnamon Cactus. Rounded pads bearing clusters of reddish-brown spicules.....	2-3	3-5			
OPUNTIA schickendantzii. Mule Ears. Elongated pads, short light brown spines.....	2-3	3-5			
OPUNTIA Vilis. Dwarf Mexican Tree. Freely branching, very useful when small tree shaped plant is desired.....	2-3	3-5			
OPUNTIA ursina. Grizzly Bear. Pads with hair-like white spines.....			3-5	5-7	
PACHYCEREUS pecten-aboriginum. Indian's Comb. Heavy, fluted, columnar, gray to brown spines.....	2-2½	2¼-4			
PACHYCEREUS pringlei. Mexican Gaint. Heavy columnar, short, stiff gray spines.....	2-2½	2¼-3			
TRICHOCEREUS spachianus. White Torch Cactus. Fluted, heavy columnar, short brown spines	2-2½	2-3			
ZYGOCACTUS truncatus. Christmas Cactus. Freely branching, short flat spineless joints, bright pink flower in winter.....			2½-4		

SUCCULENT PLANTS

AGAVE picta. Erect, narrow, gray leaves with narrow cream border, small black teeth.....		3-5	5-8	
AGAVE victoriae-reginae. Dwarf. Short, rigid, dark green leaves, no teeth, irregular white markings.....	2-3	3-4	4-5	
ALOE beguinii. Pearl Aloe. Dwarf, thin pointed leaves bearing white dots.....	2-2½	2½-3	3-4	
ALOE humilis brevifolia. Rosettes, pearl gray leaves, salmon flower.....	2-2½	2½-3	3-4	
ALOE humilis globosa. Crocodile Aloe. Pearl gray, incurved, toothed leaves.....	1½-2	2-3		
ALOE hum-vir. Needle Aloe. Slender, erect, toothed green leaves.....	2-3	3-4	4-5	
ALOE microstigma. Polka Dot. Erect leaves bearing many white spots.....	1½-2	2-3		
ALOE mitriformis. Blue and Gold. Broad blue leaves with yellow teeth.....	2-2½	2½-3	3-4	
ALOE nobilis. Gold Tooth. Rosettes, dark green leaves, yellow teeth.....	2-2½	2½-3	3-4	
ALOE striata. Broad gray leaves with vari-colored striations.....	2-2½	2½-3½		
CEROPEGIA woodii. Heart Leaved Rosary Plant. Pendant branches bearing pairs of heart shaped variegated leaves.....			4-8	
CRASSULA arborescens variegata. Tri-colored Jade. Variegated in pink, cream, white and green.....	2¼-4	4-5		
FAUCARIA tigrina hybrids. Tiger Jaws. Broad triangular leaves variously dotted and toothed. Yellow flowers in fall.....	2-2½	2½-3		
FAUCARIA sulrueteria. Rainbow Tiger Jaw. Fleshy, toothed leaves in various colors, yellow flower.....	2-2½	2½-3		
GASTERIA hybrids. Ox Tongue. Tall, 2-ranked leaves, spotted with white. Very durable.....	1½-2½	2½-3½		
GASTERIA verrucosa hybrid. Rice Gasteria. Gray green leaves dotted with white.....		2-3		
HAWORTHIA margaritifera. Mother-in-Law's Tongue. Rosettes of sharply tapering leaves bearing irregularly spaced, raised white dots.....		2-2½		
HAWORTHIA fasciata. Zebra Plant. Rosettes sharply tapering upright leaves bearing raised white dots in transverse bands.....		2-2½		
PLEIOSPILOS bolusii. Split Rock. One to three pairs of thick leaves that resemble stones. Yellow to pink flowers in the fall.....	2-2½	2½-3		
PLEIOSPILOS nelii. Cleft Stone. More globular and compact than Bolusii. Slower growing. Yellow to pink flower in late winter.....	2-2½			
ROCCHEA falcata. Scarlet Paint Brush. Keel shaped, gray green leaves in opposite pairs, large trusses of scarlet flowers in summer.....	1½-2½	2½-3½		
SEDUM morganianum. Burro's Tail. Pendulous silver gray branches. Very fine basket plant	2-3			
SEMPERVIVUM assorted. House Leeks. Compact rosettes of various types.....	2-2½			
STAPELIA hirsuta hybrids. Hairy Star Fish Flower. Erect cactoid branches often looking like miniature Arizona Giants. Large star shaped flower bearing many short hairs.....	2-4			
STOMATIUM fulleri. Baby Tiger Jaws. Clusters of small toothed rosettes, small yellow flower.....	1½-2½			